

Course Code: BBA401		Course Title: Supply Chain Management	
Course outcomes:			
The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services. The outcome of the course will be as follows:			
• Understand the concept of supply chain management • Getting insights on supply and demand management. • Understand benchmarking.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions		12
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies		11
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure		12
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management		10
Suggested Readings:			
1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra			

Course Code: BBA402		Course Title: Research Methodology	
Course outcomes:			
The objective of this paper is to give the basic knowledge about the Research Methodology and develop research acumen. The outcome of the course will be as follows:			
• Understand what research is. • Understand the research process. • Get insights on data collection and analysis. • Understand how to write and present research report.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error		12
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.		11
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.		12
IV	Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		10
Suggested Readings:			
1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology 3. Kumar, R. (2018). <i>Research methodology: A step-by-step guide for beginners</i>. Sage.			

Course Code: BBA403		Course Title: Performance Management and Compensation Management
Course outcomes: The course is designed to equip students with Performance management concept and implementation, promote understanding of issues relating to compensation management in the corporate sector and public services, and to impart skills in designing compensation management, system policies and strategies. The outcome of the course will be as follows: • Understand the basics of performance management and compensation management. • Understand performance appraisal. • Learn what internal and external equity is.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=45
I	Definition, concerns and scope, Historical developments in Performance Management, Performance appraisal Vs performance management, Characteristics, Objectives, Principles (Engagement maximizing using OSCAR), Importance of Performance management & challenges. Performance management model, Performance management process, Essence and Implications of Performance Management-critical appraisal.	12
II	Purpose of Appraising - Methods of appraisal - appraisal system design - Implementing the appraisal system - Appraisals and HR decisions, PMS: Introduction, objectives, functions, characteristics, Manager's performance management, Performance counseling: concept, definition, principles, counseling skills & approaches.	11
III	Compensation Management: Concept, objectives and philosophy, compensation as motivational tool, strategic perspective of compensation and benchmarking, economic and behavioral theories related to reward management.	12
IV	Internal and External equities in compensation system, Understanding inter and intra industry compensation differentials, designing pay structures, Broadband and job family pay structure.	10
Suggested Readings: 1. Prem Chadha: Performance Management, Macmillan India, New Delhi, 2003. 2. Michael Armstrong & Angela Baron, Performance Management: The New Realities, Jaico Publishing House, New Delhi, 2002. 3. T.V.Rao, Appraising and Developing Managerial Performance, TV Rao Learning Systems Pvt Limited, Excel Books, 2003. 4. David Wade and Ronald Recardo, Corporate Performance Management, Butter Heinemann, New Delhi, 2002. 5. Belcher, David W. <i>Compensation Administration</i>, Prentice Hall, N.J. 6. Bragess, Lenard R. <i>Wage and Salary Administration</i>. Charles E. Merrill, London. 7. Henderson, Richard I. <i>Compensation Management: In knowledge- Based World</i>. Prentice Hall Inc., N.J. 8. Johri, C.K. <i>Industrial Policy and Industrial Relations</i>. Shri Ram Centre for Industrial Relation and Human Resources, New Delhi. 9. Lanham, Elizabeth. <i>Administration of wages and Salaries</i>. Harper & Row, New York. 10. Lupton, Tom. <i>Payment Systems</i>. Penguin Books, London. 11. Papola, T.S. <i>Principles of Wage Determination</i>. Somaiya Publications Bombay. 12. Pramod, Verma. <i>Wages Determination : Concept and Cases</i>. Wiley Eastern, New Delhi. 13. Rock, Micton, <i>Hand book Wage and Salary and Administration</i>. McGraw- Hill, New York,		

Course Code: BBA 404		Course Title: Entrepreneurship Development	
Course Outcome: The Objective is to provide adequate Knowledge to the Students for setting up of small-scale Business Organization and Industry. The outcome of the course will be as follows: • Learn what entrepreneurship means. • Understand how to plan for a business venture. • Learn how to run and manage a business.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Entrepreneurship: Definition of Entrepreneurship, Characteristics of Entrepreneur, Concept of Entrepreneurship-Conceptual Model, theories of Entrepreneur, Traits of a True Entrepreneur, Difference between Entrepreneur and manager.		12
II	Business Planning: Idea Generation, Choice of product, Sources of idea, Idea Processing, Screening and project Identification, creativity performance, Feasibility Analysis, Project planning.		11
III	International Entrepreneurship Opportunities: The nature of international entrepreneurship, importance of international business to the firm, International and domestic Entrepreneurship, Institutional support for new ventures: supporting organization; incentives and facilities; financial institutions and SSI's, Govt. policies for SSIs.		12
IV	Marketing & New venture Development: Organizing & Financing the New Venture, Financial Resources for New Venture, Venture expansion Strategies, Entrepreneur Motivation.		10
Suggested Readings: 1. C B Gupta -Entrepreneurial Development 2. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall)1998 3. S S Khanka -Entrepreneurship Development 4. Prasana Chandra -Project Management 5. Desai Vasant -Rural Development 6. Kamat G S - Managing Cooperative Management 7. Rajeev Roy - Entrepreneurship			

Course Code: BBA 405		Course Title: Investment Analysis & Portfolio Management	
Course outcomes:			
The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management.The outcome of the course will be as follows:			
• Learn how to evaluate an investment. • Understand investment alternatives. • Understand what a portfolio is. • Learn how to manage a portfolio.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.		12
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities non-Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.		11
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques		12
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;		10
Suggested Readings:			
1. Security analysis and Portfolio Management by Punithavathy Pandian 2. Morris, P. W., & Pinto, J. K. (2007). <i>The Wiley guide to project, program, and portfolio management</i> (Vol. 3). John Wiley & Sons. 3. Ginger Levin, P. M. P., & John Wyzalek, P. (Eds.). (2014). <i>Portfolio management: A strategic approach</i> CRC Press. 4. Reilly, F. K., & Brown, K. C. (2011). <i>Investment Analysis and Portfolio Management (Text Only)</i>. Cengage Learning.			

Course Code: BBA 406		Course Title: Retail Management	
Course outcomes: The objective of this paper is to give the basic knowledge about retail marketing management. The outcome of the course will be as follows:			
• Understand what retailing is. • Learn different retail strategy. • Learn different financial strategies.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Retailing: Introduction- Retail Management Decision Process-Types of retailers-Type of merchandise-Variety and assortment-Services offered-Formats-Types of ownership, Multichannel Retailing-Types-Benefits offered-Challenges, Customer buying decision process-Types of buying decisions-Factors affecting buying decision-Market Segmentation, International market attractiveness		12
II	Retail Strategy: Target market & Retail format-Gaining Competitive Advantage-Growth Strategies, Strategic Retail Planning Process, Retail Locations-Types-Evaluation of Site areas-Number of stores-Trade areas-Evaluation of Trade areas-Negotiating a lease, Human Resource Management-Issues-Organisation Structure of retail firms-Issues in design-Nurturing talent, Customer Relationship Management-Process-Customer databases		11
III	Financial Strategy: Strategic Profit Model-Asset management path-Profit management path-Financial strength analysis, Information System & Supply Chain Management-Information flow-Merchandise flow-Distribution Centres-Issues		12
IV	Merchandise Management: Merchandise planning process-Forecasting Sales-Develop assortment plan-Set inventory levels-Merchandise allocation, Buying Merchandise-Brand Alternatives-National Brands-Private label brands-Sourcing and Buying, Negotiating with vendors and Issues-Ethical & Social responsibilities, Retail Pricing-Strategies-Pricing considerations-Setting prices-Pricing techniques- Issues in pricing, Retail Communication-Building Brand Image and Brand Equity-Communication Methods-Planning the Retail communication process		10
Suggested Readings:			
1. Levy, Weitz, Pandit,Retail Management, Tata McGraw-Hill			
2. Gilbert,David,Retail Marketing Management, Prentice Hall			
3. Vedamani,Gibson, Retail Management, Functional Principles and Practices,Jaico			
4. Mathur,UC,Retail Management Text and Cases, I K International Publishing			